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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/922,182	08/02/2001	Gregory Maurice Plow	STL920000035US1	7553

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EXAMINER	
MAMMEN, NATHAN SCOTT	

ART UNIT	PAPER NUMBER
3671	

DATE MAILED: 06/25/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	09/922,182	PLOW ET AL.	
	Examiner	Art Unit	
	Nathan S Mammen	3671	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *24 March 2004*.

2a)☒ This action is **FINAL**. 2b)☐ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-4,6-11 and 13-19* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-4,6-11 and 13-19* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☐ All b)☐ Some * c)☐ None of:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date *04/26/04*.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application (PTO-152)
6) ☐ Other: _____.

DETAILED ACTION

Claim Rejections - 35 USC § 102

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –
>
> (e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

2. Claims 1, 7, 14 are rejected under 35 U.S.C. 102(e) as being anticipated by U.S. Patent No. 6,141,010 to Hoyle.

The Hoyle '010 patent discloses a system and method for storing Internet advertisements at a users computer. The method comprises receiving plural advertisements, with the advertisements including tags. Col. 14, line 59 – col. 15, line 6. The advertisements are saved on a users computer at least partially based on the tags. The user can access the saved advertisements in an advertising history window displaying only advertisements (Fig. 5). The user can filter previously viewed advertisements so that only advertisements corresponding to user-selected attributes are eligible for display. Col. 15, lines 45-52. The saved advertisements include a link to a website. The website is accessed when the link is toggled. Col. 15, lines 3-5.

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

4. Claims 1-4, 6-11, 13-19 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,336,099 to Barnett et al. in view of U.S. Patent 6,317,761 to Landsman et al.

The Barnett '099 patent discloses a method and system for storing and viewing internet advertisements. Col. 8, lines 15-22. (While Barnett discloses the coupon packages file as comprising coupons and "other types of advertising materials," coupons themselves are advertisements.) The method and system comprise receiving a plurality of advertisements and saving the advertisements at the user computer. Col. 8, lines 29-34. The user can access the saved advertisements in an advertisement history window and can filter previously displayed advertisements so that only advertisement corresponding to selected attributes will be displayed. Col. 9, lines 1-33; Fig. 2. The method and system further comprise displaying the advertisements in response to the user toggling a display button. Figs. 2 and 4B. The advertisements are available offline. Fig. 4B. What the Barnett '099 patent does not disclose is that the advertisements include HTML tags and that the advertisements are viewed in a browser window that can click on the tags to access a website. The Landsman '761 patent also discloses a method for storing and viewing Internet advertisements. The method comprises receiving plural Internet advertisements (col. 9, lines 56-58), with at least one Internet advertisement including a HTML tag (col. 9, line 64), and saving (col. 10, lines 12-24) the advertisements at the user computer at least partially based on the tag. The advertisements are viewed using browser software such as INTERNET EXPLORER or NETSCAPE (col. 16, lines 34-39); thus, the method and system of Landsman inherently comprises logic means for displaying the ads in

response to toggled buttons, allowing the user to scroll through the advertisements, and displaying a "previous" and "next" button and accessing the advertisements in response to the toggling of these buttons since these are notoriously inherent functions of the aforementioned browser software. The saved advertisement also has a link to a website, and the website is accessed when the link on the advertisement is toggled (col. 17, lines 27-36). It would have been obvious to one having ordinary skill in the art at the time the invention was made to incorporate the browser-based advertisement display system and method disclosed in Landsman into the downloadable advertisement method and system disclosed by Barnett, in order to provide the users of the Barnett advertisement system with a familiar interface and an ability to access further advertisement information through the hyperlinked tags.

5. Claims 2-4, 6, 8-11, 13, 15-19 rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,141,010 to Hoyle in view of U.S. Patent 6,317,761 to Landsman et al.

The Hoyle '010 patent discloses the claimed invention, as stated in paragraph 2 above, except for the saved tag being an HTLM tag and the advertisements being viewed in a browser window having certain browsing features. The Landsman '761 patent also discloses a method for storing and viewing Internet advertisements. The method comprises receiving plural Internet advertisements (col. 9, lines 56-58), with at least one Internet advertisement including a HTML link. Col. 9, line 64. The advertisements are viewed using browser software such as INTERNET EXPLORER or NETSCAPE (col. 16, lines 34-39); thus, the method and system of Landsman inherently comprises logic means for displaying the ads in response to toggled buttons, allowing the user to scroll through the advertisements, and displaying a "previous" and "next" button and accessing the advertisements in response to the toggling of these buttons since

these are notoriously inherent functions of the aforementioned browser software. It would have been obvious to one having ordinary skill in the art at the time the invention was made to provide the system and method of the Hoyle '010 patent with the capability of viewing advertisements in a browser window, as taught by the Landsman '761 patent, in order to utilize software normally already on the computer without requiring new software to run the advertisement program to be downloaded and installed. See Landsman, col. 6, lines 46-57, and col. 10, lines 25-26.

Response to Arguments

6. Applicant's arguments filed 3/24/04 have been fully considered but they are not persuasive.

Applicant mischaracterizes the Barnett '099 patent. Applicant states that "the only use for the coupons envisioned by Barnett et al. for the user is to print them out and take them to a store." Remarks, pages 7-8. Barnett is not limited to print coupons – indeed Barnett explicitly states that "other types of advertising materials" can be supplied with the coupons, thus clearly indicating that a purpose of the invention is to advertise. Col. 8, lines 14-16. In fact, Barnett states that "**[a]dvertisements may consist of graphics, text**, recipes, competitions, **or other inducements** or a combination thereof." Col. 8, lines 20-22 (emphasis added). Clearly, Barnett does not disclose that the advertisements includes an HTML link – hence the reason the rejection is made under §103. But Landsman does disclose imbedding HTML tags in advertisements. As such, one of ordinary skill in the art, having knowledge of the Landsman patent, would find it obvious to provide the advertisements of the Barnett patent with an HTML link as taught by the Landsman patent, in order to provide further inducements for a customer. Applicant argues that

the Barnett and Landsman are "close" to being as different as "apples and oranges." Remarks, page 8. Applicant's fruity analogy is unpersuasive. These are similar inventions serving an advertising purpose.

Conclusion

7. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

8. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Nathan Mammen whose telephone number is (703) 306-5959. The examiner can normally be reached Monday through Thursday from 6:30 a.m. to 5:00 p.m.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Thomas B. Will, can be reached at (703) 308-3870. The fax number for this Group is (703) 872-9306.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the Group receptionist whose telephone number is (703) 305-1113.

Thomas B. Will
Supervisory Patent Examiner
Group 3600

NSM
6/8/04

Nathan S. Mammen